

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION**

**January 25, 2007**

**Employment Development Department  
722 Capitol Mall, Auditorium  
Sacramento, CA 95814**

**MINUTES**

**Agenda Item 1 – Call to Order**

Chair Hector Ramirez called the meeting to order at 9:05 a.m.

**Agenda Item 2 – Roll Call**

Commissioners Present:     Hector Ramirez, Chair  
                                       Don Attore  
                                       David Kears  
                                       Louis Vismara

Ex Officio Members Absent: Scott Himelstein  
   Joe Munso

**Agenda Item 3 – Chair's Welcome**

Chair Hector Ramirez announced that Commissioners Alice Walker Duff and Eliseo Medina have completed their terms, leaving two vacancies in addition to the seat formerly held by Elisabeth Rice Grossman. The Governor's office, the Speaker of the Assembly, and Senate Rules Committee will appoint commissioners to fill those positions.

Governor Schwarzenegger unveiled his plan to reform California's health care system. Chairman Ramirez participated on the panel launching the Health Care Reform Initiative. He foresees First 5 California playing a key role in its development by sharing our experience with the Healthy Kids program.

First 5 completed the second phase of its Mobile Outreach Campaign. The "Hands-On Health" van stopped at 61 events in 41 counties, impacting 95,000 children and families, resulting in 12 million media impressions. The third phase starts in spring, stopping at well-attended events and the Capitol.

The commission will begin its strategic planning process to map its goals, what will be accomplished on a statewide level and how to measure its progress. Dr. Alan Glassman, the commission's strategic planning contractor will lead us through the process to develop a strategic plan for the next five years.

**PUBLIC COMMENT:** None.

**Agenda Item 4 – Host Region Welcome**

Lin Batten, Executive Director of First 5 Sacramento County, gave a presentation on the county's Community Building Initiative, which has allocated \$5 million for mini-grants designed to strengthen neighborhoods and for communities to increase social capital. The commission commended Ms. Batten for her leadership and long-time commitment to building Sacramento's communities.

**PUBLIC COMMENT:** None.

## **Agenda Item 5 – Executive Director’s Report**

Executive Director Kris Perry provided an update and reported on the following issues:

### Commission Activities

Ms. Perry discussed the commission vacancies and that the Governor, Speaker of the Assembly and the Senate Rules Committee are aware that appointments need to be made.

The commission will honor the contributions of former Vice Chair and Commissioner S. Kimberly Belshé tomorrow, while former Vice Chair Alice Walker Duff and Commissioner Eliseo Medina will be honored at a later date.

### Organization and Staffing

Ms. Perry reported on steps taken to increase the Program Management Division’s organizational efficiency in order to provide more seamless services to county commissions. Staff will be assigned to specific counties and trained to become experts on all programs so they can address any issues that arise.

Commissioner Vismara expressed the need to have in-house expertise and how the commission can have a broad overview of how specific programs are working. He suggested considering contracting out program pieces to outside entities who are experts in specific areas.

Ms. Perry explained problems that arise from investing program expertise into individuals who, when they leave, take their agency or institutional knowledge with them and create gaps. Cross training staff would ensure more productivity and services to county commissions. She assured the commission that there would still be issue experts on staff.

Commissioner Attore noted that departing staff take their expertise with them, creating a void and a need for balance. He agreed that some services should be contracted out and suggested that the commission build on partnerships for external expertise. Commissioner Kears suggested the commission draw on county commission expertise. Chair Ramirez stated that these concerns would be addressed as part of the strategic planning process.

Ms. Perry welcomed new staff members and said goodbye to those who recently left First 5 California for other career opportunities.

### Finance and Administration

Ms. Perry reported that the commission submitted its 60-day response to issues identified in the Bureau of State Audits’ report, highlighting accomplishments and efforts to strengthen contracting and fiscal procedures.

The Department of Finance’s annual fiscal audit of First 5 California had no findings.

### Research and Evaluation

Ms. Perry reported that the commission previously contracted with RAND Corporation to conduct a study of characteristics of children identified with special needs prior to kindergarten entry. The report will be presented to the commission at its March meeting.

The statewide evaluation contract with SRI, International (SRI) ends on February 28, 2007. First 5 California is building a mechanism to retain its current data system to temporarily cover the services currently provided by SRI. First 5 California will release a series of request for proposals to secure the services of evaluation contractors as appropriate.

### Program and Technical Assistance

Ms. Perry announced staffing and assignment changes to the Special Needs Project. The program's criteria is not changing and data will continue to be collected and reported to First 5 California by the ten demonstration counties. SRI will train staff who will support counties during this transition. The First 5 California CARES program provided nearly 63,000 stipends to the early learning staff for education and retention. Over 230 participants obtained higher education degrees and nearly 1,100 participants obtained a child development permit last fiscal year. More than 5,700 participants utilized over 23 programs offering services in multiple languages.

All nine PoP counties are serving children. PoP applications were sent out on January 5, 2007 and counties may request up to \$100,000 annually in coordination funds.

Staff have been working diligently to complete the review of the School Readiness 2005-06 fiscal forms. The 2006-07 second disbursement will be released at the end of the month. January 30 was the due date for cycle 2 request for funding applications. Ms. Perry thanked the counties for their hard work.

First 5 California is making progress toward the launch of the updated Kit for New Parents in English and Spanish and the first Kits ever in Mandarin, Cantonese, Vietnamese and Korean. First 5 California is exploring ways to expedite the process to have the Kit available by fall. In the meantime, the current Kit will continue to be produced and distributed. Ms. Perry received a call from the First Lady's staff expressing how pleased she was to know that 400,000 of these beneficial kits are distributed annually.

### Legislation and Advocacy

Ms. Perry provided an update on various speaking engagements to get key influencers and constituents up-to-speed on First 5 and its programs. Opportunities included the Northern California Children's Summit, the Institute for Health Policy Solutions Innovation in Coverage and Access Forum, a keynote at the MEES Conference and a presentation for The Help Group.

Ms. Perry, along with Sherry Novick, Executive Director of the First 5 Association, briefed legislative staff on how First 5 activities are meeting the goals of Proposition 10, the unique partnership and collaboration between the state and county commissions, programs offered and the populations served. An additional legislative briefing will be held on February 2 for new legislators to introduce them to First 5 and let them know how we serve their constituents and can be a resource to them.

### County and State Partnership

Ms. Perry announced that the First 5 Association of California elected their new board for 2007. The commission is excited to work with them and monthly meetings have already been scheduled.

Based on recommendations from the October commission meeting, First 5 California issued a press release on the multi-year "Statewide Evaluation Data and Findings" report. It focused on the number of times Californians used First 5 California programs, noting that it tripled since 2003 and that Latinos are taking the greatest advantage of the programs. The story was picked-up on 20 Web sites. Staff worked with several county commissions to feature local families benefiting from First 5 programs in community publications.

The Rogers Group will begin its second round of regional trainings in March entitled, "Effective Ways to Bring Your Annual Report to Life." Training will focus on ways to leverage annual reports in community outreach and provide tools to assist county commissions with their efforts.

Next month the commission will distribute a bi-monthly e-bulletin, *First 5 California County Connection*, designed to inform county commissions of various state projects and programs.

### Media and Communications

Ms. Perry reported First 5 California's current ad campaign focuses on childhood obesity prevention, tobacco cessation and school readiness. The ads reached 4 million English and Spanish-language radio listeners throughout the state in December and will continue through the end of February.

First 5 California has targeted the Asian Pacific Islander American (APIA) populations through the first-ever childhood obesity prevention campaign. The six-month pilot campaign utilizes a combination of media and community relations strategies targeting APIA communities. Two Asian American physicians, who are also mothers of young children, will serve as "champions" of the cause as well as spokespersons on behalf of First 5 California, sharing research and first-hand experiences regarding obesity prevention and nutrition.

The Leading Ladies for School Readiness will launch in mid-February. The effort will engage women leaders in African American churches to educate their congregations on the role parents and caregivers have as their child's first teacher and the importance of preparing children to enter school ready to learn. The program will be implemented in counties with higher African American populations.

First 5 California's Web site is in its final preparation stages and will be announced when the site is live.

A DVD, entitled "For the Kids," was presented highlighting First 5 California, its mission and funded programs. The DVD will be utilized in a variety of ways as a communications tool for conveying the basic spirit of First 5. Commissioners commended staff and The Rogers Group for their nice work on the video. Commissioner Attore suggested providing the DVD to the Education Coalition, University of California, LA Community College District and wherever there is a gap in teachers. Commissioner Kears agreed and said that the commission should align itself with other organizations to promote the video. Commissioner Vismara suggested running the video on the statewide California Channel.

**PUBLIC COMMENT:** None.

### **Agenda Item 6 – First 5 Association of California Report**

Sherry Novick, Executive Director (ED), First 5 Association of California, introduced Jennie Tasheff, First 5 Sonoma County ED, as the new Association president; Evelyn Martinez, First 5 Los Angeles ED, as vice president; and Harry Freedman, First 5 Riverside ED, as secretary/treasurer. Ms. Novick provided an update on Association activities and the following highlights from the January 24 Association meeting:

- County commission EDs spoke with Dr. Alan Glassman about the commission's strategic planning process and how the counties and other stakeholders can participate.
- Counties stated their preference that state commission assume a stronger policy role and work more collaboratively with state agencies in order to support work underway at the local level.
- County commissioners from 21 counties met the previous day and compared local practice with colleagues from other counties. County commissioners requested an opportunity at the Statewide Conference to meet with state commissioners in a roundtable conversation.
- The Association is following the Legislature's health care reform discussion and is participating in the California State Association of County's health and human services committee.
- Counties are strategically planning systems of care for early mental health with goals to identify policy barriers at the local, state and federal level, identify funding strategies and fiscal leveraging opportunities, plan outreach strategies to increase awareness, and develop recommendations that can be brought to various levels of policy makers.
- The Association has a subcontract with the Department of Health Services to help identify best promising practices related to nutrition and physical activity.
- March 21, 2007 is "All about the Kids Day" when counties will visit the Capitol and provide First 5 awareness to their respective legislators.

- Responding to Chair Ramirez's inquiry at the October commission meeting about county commission partnerships with local Workforce Investment Boards (WIBs), Ms. Novick reported that several commissions' CARES programs collaborate with WIBs. First 5 Humboldt collaborated with its WIB to assess the value of the child care industry in its county and address associated barriers. First 5 Ventura and its WIB explored ways to promote early childhood education as a career path, especially among young people.

Commissioner Vismara was pleased to hear about the systems of early mental health care and urged the counties share information from the Special Needs Project. Commissioner Kears asked how the Association is working to align with Prop 63 and the Department of Mental Health in the implementation of the Mental Health Services Act, where he sees great opportunity to mutually leverage funds and recommended discussions on strategic partnerships. Ms. Novick responded that the Association is making itself available to Prop 63 commissioners interested in early mental health and hopes to make a presentation to the commission in the next few months.

**PUBLIC COMMENT:** None.

### **Agenda Item 7 – Commission Activities**

The commission appointed a vice chair for 2007.

**ACTION:** Commissioner Attore moved that the commission appoint Commissioner David Kears to serve as vice-chair for First 5 California for 2007. The motion was seconded by Commissioner Vismara and approved by a unanimous vote of the members present.

The commission considered the need to continue or combine committee and appointing members to each. Current committees are consistent with the current strategic plan and can be revisited when the new strategic plan is in place. The commission will appoint committee members as commissioner vacancies are filled.

**ACTION:** Commissioner Attore moved that the commission maintain the current committees and membership and assign Commissioner Kears to serve on the commission's Media and Public Relations and Executive committees. The motion was seconded by Commissioner Vismara and approved by a unanimous vote of the members present.

### **Agenda Item 8 – Consent Calendar**

The commission considered approval of the consent agenda items:

- The October 19, 2006, Commission Meeting Minutes
- Contract ratifications and amendments to the following contracts: CCFC-06MHF028, 6909 A2, 7023 A1, 7038, 7039, 7041, 7042, 7044, 7045, 7047, 7048, 7049, 7050, 7052, 7054, 4442, 4443, 4447

Commissioner Vismara requested the minutes be taken off the consent calendar.

**ACTION:** Commissioner Kears moved that the commission approve the consent calendar with removal of the minutes. The motion was seconded by Commissioner Vismara and was approved by a unanimous vote of the members present.

### **Agenda Item 8a – Approval of Minutes**

Commissioner Vismara requested that the commissioners receive draft minutes sooner and that there be follow-up to questions that arise during meetings. Ms. Perry acknowledged and honored his request.

**ACTION:** Commissioner Kears moved that the commission approve the October 19, 2006 minutes. The motion was seconded by Commissioner Vismara and was approved by a unanimous vote of the members present.

#### **Agenda Item 9 – Annual Report FY 2005-06**

Tina Fitzgerald, acting Director of Evaluation and Research, introduced Shari Golan and Donna Spiker of SRI, current statewide evaluation contractor, who presented FY 2005-06 Annual Report highlights.

- Since 2004-05, there have been significant increases in the number of families and children receiving services, providers reached by First 5-funded programs, and families reached through public outreach efforts.
- Preschool participation increased by 15 percent.
- Over 25,000 children were screened through the Special Needs Project. Six percent of children served in all programs had a disability or other special need, as did 11 percent of those intensively served.
- More than 34 million people were reached through First 5 services last year.
- 56 percent of the children served speak languages other than English.
- Services received most often by First 5 participants were early childhood education, health insurance enrollment and assistance, parenting education, and community resource and referral.
- In most of the program areas measured, data showed highly significant improvements in outcomes after 6 months of program participation, with continued improvements after 12 months.
- Average administrative costs in the counties were only nine percent.
- 61 percent of expenditures funded direct services, followed by systems change (12 percent), infrastructure investment (five percent), provider capacity building (14 percent) and community strengthening (seven percent).

Chair Ramirez said it is important to give the context of the data so that it is clear they only measure children reached by First 5 funds. He also requested an explanation of unspent funds and where they are committed.

Commissioner Kears said he feels it's important to show what still needs to be done – whether by First 5 or other organizations--as well as the fact that we can improve outcomes for kids. Commissioner Vismara further suggested that the gaps be linked to our research agenda. Commissioner Attore emphasized the need for a thorough, detailed briefing of legislators and their staff.

**PUBLIC COMMENT:** None.

**ACTION:** Commissioner Kears moved that the commission approve the First 5 California Fiscal Year 2005-06 Annual Report, as presented, for submission to the Governor and Legislature. The motion was seconded by Commissioner Attore and was approved by a unanimous vote of the members present.

#### **Agenda Item 10 – Small County Augmentation**

Terry Miller, Chief of Administrative Services, explained the process of small and rural county augmentation. Since its inception, the commission has been supported of providing small counties with the resources necessary to fulfill their statutory requirements. In May 2004, the commission allocated \$3.5 million over four years and for the state to provide 80 percent of the augmentation and counties 20 percent through a calculated redistribution process. This cumbersome process resulted in late payment to the small population counties.

First 5 California proposes that payments be made 100% from the state fund for the full 4-year period. A state/county workgroup will meet and make recommendations on future support of small counties as well as further defining the criteria for small county designations.

**PUBLIC COMMENT:** None.

**ACTION:** Commissioner Kears moved that the commission approve amending the consent calendar action of the May 20, 2004 commission meeting to eliminate the requirement that small county augmentations be funded 80 percent by the state commission and 20 percent through redirection of state matching funds from future allocations to the larger counties and approve continued full funding for small rural county augmentations by the state commission for four years (FY 2004-05 through 2007-08). The motion was seconded by Commissioner Attore and was approved by a unanimous vote of the members present.

Commissioner Vismara said he did not believe the former commission chair intended the small county funding to continue ad infinitum. While he supports the small population counties, he suggested that the counties take responsibility for supporting the smaller counties. Ms. Perry reminded the commissioners that the commission has always acknowledged the value in the “statewideness” of First 5 and said that the state/county workgroup will look at the long-term picture.

Commissioner Kears suggested that the workgroup, as it evaluates future support of small counties, consider the reality of the local commissions such as how much it costs to run an effective program, expectations of smaller counties and breadth of programs. Chair Ramirez referred the discussion of future augmentations to the strategic planning process.

#### **Agenda Item 11 – Legislative Update**

Tina Chiginsky, Chief of Legislative and Governmental Affairs, reported that there are 49 new members, which includes those members that have moved from one house to the other. The commission is currently tracking 32 bills, 20 of which are on health care.

The Legislative Analyst once again recommends legislation that would require the commission to establish a state-funded voluntary matching grant program for early childhood programs shown by research to be cost effective. The Labor Project for Working Families is drafting legislation to expand Paid Family Leave to siblings, grandparents and in-laws.

Staff is monitoring implementation of legislation from last year, including the autism advisory committee established by AB 2513 (Pavley), which is charged with determining how schools can better serve children with autism. The committee begins meeting in February and staff will attend meetings and offer to be a reference on early childhood development and special needs.

Commission staff will be trained in March on the state legislative and budget process, and how First 5 California adopts positions and advocates for the goals of the California Children and Families Act.

**PUBLIC COMMENT:** None.

#### **Agenda Item 12 – Organization Development Update**

Jerri Dale, Chief Deputy Director, explained how First 5 California’s organization is moving toward a more team-like structure. She described new and pending appointments, recruitment activities, the new Administrative Policy and Procedures Manual and numerous policies that have been established.

The Administrative Services Division established a rigorous training plan specific to First 5 California operations, in areas such as invoice review and approval, file documentation and contract retention,

and contract monitoring. The Department of General Services is providing accelerated contract training for all staff, which should be completed by June 2007.

First 5 California continues to review open contracts to ensure contractors are adhering with the terms and conditions of the contracts and resolve potential noncompliance matters. A contract orientation component has been incorporated into new contracts. Staff will shall debriefed all new contractors and establish agreements on deliverables, invoicing and expenditure documentation requirements.

**PUBLIC COMMENT:** None.

#### **Agenda Item 13 – Commission Proceedings Manual**

Ms. Dale announced the implementation of a First 5 California Commission Proceedings Manual, which is based on policies and bylaws, and state provisions, statutes and regulations. The manual, given to each commissioner, serves as a working guide and useful tool for commissioners (current and future), management and staff who participate in commission meetings and activities. The manual will be posted on First 5 California's Web site. Chairman Ramirez said the manual is a useful tool to help new Commissioners come up to speed.

**PUBLIC COMMENT:** None.

#### **Agenda Item 14 – Commission Bylaws**

Ms. Dale requested the commission adopt revisions to the bylaws, adopted in 1999, which:

- Delegate signature authority to the executive director and designee to enter into contracts and execute legal documents that are consistent with the purposes of the Act.
- Enable state commission to administer its program in an efficient and timely manner.
- Make a technical correction adding the state commission's name, First 5 California.

**PUBLIC COMMENT:** None.

**ACTION:** Commissioner Vismara moved that the commission approve the proposed revisions to the California State Children and Families Commission's bylaws. The motion was seconded by Commissioner Attore and was approved by a unanimous vote of the members present.

#### **Agenda Item 15 – Migrant Education Even Start (MEES)**

Ms. Fitzgerald presented findings from the ongoing evaluation of the MEES Expansion Project funded by First 5 California. In 2003, the commission approved \$7.4 million over four years to expand the existing MEES Project, which is funded through a grant from the US Department of Education. MEES, administered by the Butte County Office of Education in 23 regions statewide, provides home and center-based services to promote optimal early childhood development for migrant children. An extensive program evaluation showed that the funding, which ends June 30, 2007, has resulted in:

- Increased enrollments by 7,224 children and families
- Created 99 new project sites and increased service hours by 30 percent statewide
- Expanded transportation services in rural areas
- Significant improvement, as indicated by Brigance screens, from pre-test to post-test, including a 50 percent reduction of the at-risk scores

Commissioners asked if the program has capacity to expand beyond its current size since it serves only 21 percent of eligible children. Administrators replied that the MEES infrastructure allows the 23 regions to offer more services. Commissioner Attore asked whether the commission has a proposal for continued funding after June 2007. Ms. Perry said that they intentionally had not generated a request for this or any other expiring contract while the strategic planning process is underway.



**PUBLIC COMMENT:** Numerous individuals provided testimony on how the MEES program has had a positive impact on their families' lives.

#### **Closed Session Agenda Item 16 – Discussion and Action on Personnel Matters**

#### **Closed Session Agenda Item 17 – Pending Litigation**

#### **Agenda Item 18 – Strategic Planning Process (FY 2007-08 through 2012-13)**

Ms. Perry introduced Dr. Alan Glassman, who will facilitate First 5 California's process to develop a new strategic plan. Dr. Glassman is a Professor of Management and Director of the Center for Management and Organization Development at California State University, Northridge. He received his doctorate in labor relations with cognate areas in social psychology and organizational theory/behavior from the State University of New York at Buffalo.

Dr. Glassman described the purpose and parameters of strategic planning and noted that staffing, funding and program sustainability are among the numerous issues to be addressed. He presented principles on which the planning will be based:

- Plans and governance must be flexible to withstand challenges and obstacles in the future.
- Learning must be built into the organization and the strategic plan because we have little control over many of the factors that will affect our ability to achieve our mission.
- Strategic planning requires planning for the future, not planning for today.
- Organization life cycles have stages: entrepreneurial, creative, maturity and structural elaboration.
- Strategic planning takes place in context and according to where an organization is in its life cycle.
- The commission is likely between the creativity and maturity stages and is facing a number of alignment issues, such how best to align with county commissions.
- An organization's vision touches your heart and pulls you forward, but is never achieved.
- An organization's mission pushes you to new heights, makes you passionate about your job and must be achieved or it will have failed.

Commissioners discussed the need to define the commission's role, partnerships with county commissions and other agencies. Commissioner Kears noted that the original vision of the commission was that it would be all things to all people. While we can't provide something for all people, we can develop programs that serve a population with needs. He emphasized the importance of aligning the state and county commissions with other agencies whose resources serve the same population. He said that leadership may come not just from First 5, but from people outside the organization who share the state commission's goals. Commissioner Vismara stated that the strategic plan must be owned by the state commission but will need some buy-in from the counties. He also suggested that reducing disparities and providing equity for all children is a critical component of the mission. Chair Ramirez expressed concern that First 5 is unable to articulate what the state and counties are doing in such a way that the public will ultimately want to sustain the programs First 5 is investing in.

#### **Agenda Item 19 – Adjournment**

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION**

**January 26, 2007**

**Employment Development Department  
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**MINUTES**

**Agenda Item 20 – Call to Order**

Chair Hector called the meeting to order at 9:00 a.m. He announced that the commission would take a mid-morning break and work through lunch.

**Agenda Item 21 – Roll Call**

Commissioners Present: Hector Ramirez, Chairman  
Don Attore (arrived at 10:15)  
David Kears  
Louis Vismara

Ex Officio Members Absent: Scott Himelstein  
Joe Munso

**Agenda Item 22 – Strategic Planning Process (Continued)**

Dr. Alan Glassman discussed the importance of the commission's mission and that it should be addressed in any public presentation that the commissioners or staff make.

Dr. Glassman and his colleague, Morley Winograd, further explained the strategic planning process and facilitated discussion with commissioners, commission staff and audience members about possible mission statements for the state commission and identifying strategic questions facing it.

Ms. Perry explained that the current strategic plan is five years old. She noted that staff have never been included in the strategic planning process before and county commissions were only involved at the end of the process.

Commissioner and public comments covered issues such as the state commission's role, the broadness of the mission's scope, partnerships with federal and state agencies and sustainability of programs.

Ms. Perry will inform commissioners of the composition of focus groups, the process used and for what purpose. Notes from this and future planning discussions will be compiled and made available to the commission and other interested stakeholders.

**Agenda Item 23 – S. Kimberly Belshé Recognition**

Secretary of Human Services and former commissioner and vice chair Kim Belshé was honored at the conclusion of the meeting for her service to the commission and her on-going contribution to the well-being of children and families in California.

**Agenda Item 23 – Adjournment**

The Commission adjourned the meeting at 1:20 p.m. The next scheduled commission meeting is March 15, 2007, in Riverside.